



ADMISSIONS AND RECORDS DEPARTMENT and PROGRAM REVIEW: DEPARTMENT PLAN

Part 1: Department Mission Statement

The COCC Admissions and Records Office provides clear information and accessible resources to support students in exploring COCC, navigating enrollment processes, and reaching their goals.

Part 2: Strategic Plan Connection

COCC's Strategic Plan includes five goals. Select one to three goals that most closely align with the strategic plan goals:

1. [Student-Ready College](#)
2. [Access](#)
3. [Community Engagement](#)

Part 3 and 4: Goals/Outcomes and Activities

Goal 1 (shared goal with all EM teams): Create a supportive and welcoming student experience by strengthening collaboration among the Enrollment Management team to ensure consistent guidance, timely and accurate information, and coordinated services.

Activities:

- Identify and adopt shared behavioral practices (e.g., 10-foot rule, wearing name tags, greeting students, asking follow-up questions)
- Develop and implement a strategic cross-training plan across EM departments
- Review, revise, and improve department signage and internal communications (e.g. "warm hand-off protocol", communication guidelines for use of Teams, Outlook, etc.)
- Develop customer service training for both onboarding and ongoing professional development
- Identify and train appropriate staff on using Slate to better serve students. (A&R Specific)

Goal 2: Engage and support adult learners throughout the enrollment process with intentional outreach, communication, tailored services, and responsive practices that address their unique needs.

Activities:

- Strengthen existing community partnerships and build new ones to reach, recruit, and support students through the COCC enrollment process.

- Review and update (or create new) communications to better support adult learners (e.g., tours, Getting Started Sessions, application workshops, CRM communications, calling campaigns).

Goal 3: Strengthen Guided Pathways by aligning admissions, records, and recruitment practices with the Ask, Connect, Inspire, Plan (ACIP) framework to better support students.

Activities:

- Review and update (or create new) recruitment communications and materials to reflect Guided Pathways and Education Pathways (e.g., CRM communications, print materials, events).
- Review and update (or create new) Admissions & Records communications and materials to reflect Guided Pathways and Education Pathways (e.g., continuing student communications, checklists, calling campaigns).
- Develop and implement a plan to connect students to pathways through GradTracks (plans, Trailhead courses, etc.) and their Bobcat Web Account.
- Create a Guided Pathways staff communications guide outlining what students should hear consistently over the phone, in person, and via email.

Part 5: Measurement, Tool and Timeline

List how you will measure your progress towards each of your department goals or outcomes here. Include the specific tool (e.g., survey, Institutional Effectiveness department data, Banner, etc.) and when you will measure it each year.

Goal 1: Five-year goal

Measurements

- Use the Tableau admits dashboard to review the application-to-enrollment conversion rate for all students the fourth week of summer term, aiming to increase the rate by 0.25% each academic year.
- Use the graduate survey results related to services provided by Financial Aid, Admissions and Records, and CAP Services, with a goal of increasing our average rating by .2 across all areas related to Financial Aid, Admissions, and Financial aid.

Goal 2: Three-year goal (by 2027 to align w/ the Strategic Plan)

Measurement

- Use the Tableau admits dashboard to review the application-to-enrollment conversion rate for students aged 25 and older at the end of each spring term, aiming to increase the rate by 0.5% each academic year (Fall, Winter, Spring terms).

Goal 3: Three-year goal (by 2027 to align w/ the Strategic Plan)

Measurement

- Use the Tableau admits dashboard each summer (fourth week) to review the number of degree-seeking students who select an “explore” degree option, with a goal to reduce the percentage of

students choosing this option on their initial admissions application by 2% over the next three years.

- Use the Tableau admits dashboard at the end of each summer term (fourth week) to track the number of students who change their major, with a goal to reduce that number by 2% over the next three years.